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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new non-provisional applications under 37 CFR 1.53(b))

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APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. X Fee Transmittal Form
(Submit an original, and a duplicate for fee processing)
2. X Specification (Total Pages 35)
(preferred arrangement set forth below)
 - Descriptive Title of the Invention
 - Cross References to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to Microfiche Appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claims
 - Abstract of the Disclosure
3. X Drawings(s) (35 USC 113) (Total Sheets 24)
4. Oath or Declaration (Total Pages)
 - a. Newly Executed (Original or Copy)
 - b. Copy from a Prior Application (37 CFR 1.63(d))
(for Continuation/Divisional with Box 17 completed) (**Note Box 5 below**)
 - i. DELETIONS OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
5. Incorporation By Reference (useable if Box 4b is checked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
6. Microfiche Computer Program (Appendix)
7. Nucleotide and/or Amino Acid Sequence Submission

05/30/00
 1c823 U.S. PTO

1c760 U.S. PTO
 09/583216

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(if applicable, all necessary)

- a. ☐ Computer Readable Copy
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ACCOMPANYING APPLICATION PARTS

8. ☐ Assignment Papers (cover sheet & documents(s))
9. ☐ a. 37 CFR 3.73(b) Statement (where there is an assignee)
☐ b. Power of Attorney
10. ☐ English Translation Document (if applicable)
11. ☐ a. Information Disclosure Statement (IDS)/PTO-1449
☐ b. Copies of IDS Citations
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UNITED STATES PATENT APPLICATION

FOR

METHOD AND SYSTEM FOR REPORTING FRAUD AND CLAIMING
INSURANCE RELATED TO NETWORK-BASED TRANSACTIONS

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METHOD AND SYSTEM FOR REPORTING FRAUD AND CLAIMING INSURANCE RELATED TO NETWORK-BASED TRANSACTIONS

FIELD OF THE INVENTION

5 The present invention relates generally to the field of e-commerce. More particularly, the present invention relates to a method and system for reporting fraud and claiming insurance related to network-based transactions.

BACKGROUND OF THE INVENTION

10 A common type of network-based transaction is purchasing goods or services via a network-based transaction facility, e.g., a website on the Internet. A common problem associated with such network-based transactions is fraud. For example, a seller may defraud a buyer and vice versa a buyer may defraud a seller. One type of network-based
15 transaction is an online-auction transaction. In an online-auction transaction, a seller may offer an item for sale via an auction website in which a number of bidders access the website and bid for the item. A transaction is completed after the winning bidder pays for the item and the seller delivers the item to the winning bidder.

20 However, a seller may defraud a winning bidder, e.g., by accepting payment of an auctioned item and not delivering the item, delivering the item defective, delivering the item that is different than an advertised description of the item, or delivering a counterfeit item. Alternatively, a

winning bidder may defraud a seller, e.g., by sending an incorrect amount of payment, sending a form of payment that is defective, or sending a form of payment with insufficient funds.

- Thus, there is a need to allow users to report and settle potential
- 5 fraud cases and, if transactions are fraudulent, allow users to file insurance claims for such transactions in which financial loss has occurred.

SUMMARY OF THE INVENTION

A method and system for reporting fraud and claiming insurance related to network-based transactions are disclosed. For one embodiment, a submission of a complaint is facilitated to a network-based facility in
5 which the complaint relates to a network-based transaction. The complaint is associated with an identifier. A resolution of the complaint associated with the identifier is facilitated, and if the complaint is not resolved, an insurance claim is facilitated for the unresolved complaint.

Other features of the present invention will be apparent from the
10 accompanying drawings and from the detailed description that follows.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention is illustrated by way of example and not limited by the figures of the accompanying drawings, in which like references indicate similar elements and in which:

5 **Figure 1** is a block diagram illustrating an exemplary network-based transaction facility in the form of an internet-based auction facility;

Figure 2 is a database diagram illustrating an exemplary database for the transaction facility;

Figure 3 is a diagrammatic representation of an exemplary
10 fraud/insurance claim table of the database illustrated in **Figure 2**;

Figure 4 is a diagrammatic representation of an exemplary complaint type table of the database illustrated in **Figure 2**;

Figure 5 is a diagrammatic representation of an exemplary contact information table of attorney generals of the database illustrated in **Figure**
15 2;

Figure 6 is a diagrammatic representation of an exemplary comments table of the database illustrated in **Figure 2**;

Figure 7 is a diagrammatic representation of an exemplary address and password table of the database illustrated in **Figure 2**;

20 **Figure 8** is a diagrammatic representation of an exemplary insurance claim table of the database illustrated in **Figure 2**;

Figure 9 is a diagrammatic representation of an exemplary insurance claim details table of the database illustrated in **Figure 2**;

Figure 10 is a flow chart illustrating an exemplary operation for allowing a user to file a claim or complaint facilitated by a network-based transaction facility;

Figure 11 illustrates an exemplary introduction interface for reporting fraud and claiming insurance;

Figure 12 illustrates an exemplary interface providing options for a user to select relating to common problems surrounding a transaction;

Figure 13 illustrates an exemplary interface of a claim or complaint form;

Figure 14 illustrates an exemplary interface providing a user a tracking number and options checking the status of a complaint;

Figure 15 is a flow chart illustrating an exemplary operation allowing users to view the status of a claim or to provide comments to a complaint;

Figure 16 illustrates an exemplary interface allowing a user to select a claim to inquire the status of the complaint;

Figure 17 illustrates an exemplary interface allowing a user to select to view or respond to a claim or report status of a complaint;

Figure 18 illustrates an exemplary interface providing a user with information regarding a complaint and allowing a user to provide comments regarding the complaint;

Figure 19 illustrates an exemplary interface allowing user to
5 indicate if a complaint is resolved;

Figure 20 illustrates an exemplary interface allowing a user to explain how a complaint was resolved;

Figure 21 illustrates an exemplary interface providing a user with options for an unresolved complaint and allowing a user to file an
10 insurance claim form;

Figure 22 is a flow chart illustrating an exemplary operation allowing a user who identified as committing fraud to view the complaint against the user and provide comments;

Figure 23 illustrates an exemplary interface providing a user who is
15 identified as committing fraud options to view or respond to a complaint or obtain contact information of the party who filed the complaint;

Figure 24 illustrates an exemplary interface providing a user a list of tracking numbers of complaints against the user;

Figure 25 illustrates an exemplary interface providing contact
20 information of a user who has filed a complaint;

Figure 26 illustrates an exemplary interface for providing general information about a complaint and allowing a user to provide comments in response to comments from a complaining user; and

Figure 27 is a diagrammatic representation of a machine, in an exemplary form of a computer system, in which a set of instructions for causing the machine to perform any of the methodologies of the present invention may be executed.

DETAILED DESCRIPTION

A method and system for reporting fraud and claiming insurance related to network-based transactions are described. For one embodiment, a submission of a complaint is facilitated to a network-based facility in which the complaint relates to a network-based transaction. The complaint is associated with an identifier. A resolution of the complaint associated with the identifier is facilitated, and if the complaint is not resolved, an insurance claim is facilitated for the unresolved complaint.

The method and system described herein allow users to report and settle potential fraud cases. For example, a network-based facility allows users to detail their complaints related to network-based transactions and to provide a process allowing users to resolve their complaints. Furthermore, if transactions are fraudulent, the method and system described herein allow users to file an insurance claim in which a financial loss has occurred. For example, if a complaint cannot be resolved, users are allowed to claim insurance for unresolved transactions under certain criteria.

In the following embodiments, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be evident, however, to one skilled in the art that the present invention may be practiced without these specific details.

Terminology

In the following embodiments, the term "transaction" or "transactions" shall be taken to include any communications between two or more entities and shall be construed to include, but not limited to,

5 commercial transactions including sale and purchase transactions, online-auction transactions and the like.

Transaction Facility

Figure 1 is block diagram illustration of an exemplary network-based transaction facility 100 in the form of an "Internet" network-based auction facility 110. While an exemplary embodiment of the present invention is described within the context of an auction facility, it will be appreciated by those skilled in the art that the invention will find application in many different types of computer-based, and network-based, commerce facilities.

15 The auction facility 110 includes one or more of a number of types of front-end servers, namely page servers 112 that deliver web pages (e.g., markup language documents), picture servers 114 that dynamically deliver images to be displayed within Web pages, listing servers 116, CGI servers 118 that provide an intelligent interface to the back-end of facility

20 110, and search servers 120 that handle search requests to the facility 110. Email servers 121 provide, *inter alia*, automated email communications to users of the facility 110. Auction facility 110 also includes administrative

application(s) functions 128 for providing functions for applications running on auction facility 110.

The back-end servers include a database engine server 122, a search index server 124 and a credit card database server 126, each of which maintains and facilitates access to respective databases 123, 125, and 127, respectively.

The Internet-based auction facility 110 may be accessed by a client program 130, such as a browser (e.g., the Internet Explorer distributed by Microsoft Corp. of Redmond, Washington) that executes on a client machine 132 and accesses the facility 110 via a network such as, for example, the Internet 134. Other examples of networks that a client may utilize to access the auction facility 110 include a wide area network (WAN), a local area network (LAN), a wireless network (e.g., a cellular network), or the Plain Old Telephone Service (POTS) network.

Database Structure

Figure 2 is a database diagram illustration of an exemplary database 200, maintained by and accessed via the database engine server 122, which at least partially implements and supports the network-based auction facility 110. Database 123 may, in one embodiment, be implemented as a relational database, and includes a number of tables having entries, or records, that are linked by indices and keys. In an alternative embodiment, database 123 may be implemented as collection

of objects in an object-oriented database.

Central to the database 123 is a user table 240, which contains a record for each user of the auction facility 210. A user may operate as a seller, buyer, or both, within auction facility 110. Database 123 also

5 includes item tables 242 that may be linked to the user table 240.

Specifically, tables 242 include a seller items table 244 and data items table 246. A user record in user table 240 may be linked to multiple items that are being, or have been, auctioned via auction facility 110. A link

10 indicates whether the user is a seller or a bidder (or buyer) with respect to items for which records exist within the item tables 242. Database 123 also includes a note table 248 populated with note records that may be linked to one or more item records within the item tables 242 and/or to one or more user records within the user table 240. Each note record within the table 248 may include, *inter alia*, a comment, description, history or other
15 information pertaining to an item being auction via auction facility 110, or to a user of auction facility 110.

A number of other tables are also shown to be linked to the user table 240, namely a user past aliases table 250, a feedback table 252, a feedback details table 253, a bids table 254, an accounts table 256, an
20 account balances table 258, a transaction record table 260, a complaint/insurance claims table 262, and a complaint/insurance details table 264.

Complaint and Insurance Transaction Record Tables

Figures 3 - 9 are diagrammatic representations of exemplary embodiments of transaction record tables that are populated with records or entries for complaints and insurance claims relating to transactions (e.g., Internet based auction transactions) that have been facilitated by auction facility 110. Such transaction record tables may be stored in complaint/insurance claims table 262 and/or complaint/insurance details table 264.

Figure 3 is a diagrammatic representation of an exemplary fraud/insurance claim table 300 of the database illustrated in Figure 2. Referring to Figure 3, fraud/insurance claim table 300 includes item number column 312, complainant column 314, complainee column 316, contact info of complainee column 318, date complaint filed column 320, tracking number of complaint column 322, and feedback ratings and nature of complaint column 324.

Item number column 312 stores item identifiers related to an item that is subject to a filed complaint. Complainant column 314 stores the names of users who have filed a complaint for items identical in item number column 312. Complainee column 316 stores names of users in which a complaint has been filed against. Contact information of complainee column 318 stores information, which may be used to contact the complainee. For example, such contact information may include an

email address and/or mailing address or phone number of the
complainee.

Date complaint filed column 320 stores the times and dates a
complaint is filed within auction facility 110. Tracking number of
5 complaint column 322 stores tracking numbers that identify a filed
complaint. The tracking number is used to track the status of a complaint.
Feedback ratings and nature of a complaint column 324 stores information
that describes the nature of the complaint, for example, how a fraud has
been committed on a user.

10 **Figure 4** is a diagrammatic representation of an exemplary
complaint type table 400 of the database illustrated in **Figure 2**. Referring
to **Figure 4**, complaint type table 400 includes problem code column 474,
problem description column 476, and problem type column 478.

15 Problem code column 474 stores a code number related to a type of
problem description. Problem description column 476 stores description
information relating to the complaint. For example, a common problem
description may be "I sent the money for the item, but never received it."
Problem type column 478 stores information used to tell whether the
problem is specific to a buyer-bidder or a seller.

20 **Figure 5** is a diagrammatic representation of an exemplary contact
information table of attorney generals 500 of the database illustrated in
Figure 2. Referring to **Figure 5**, contact information table of attorney

generals 500 includes an attorney general column 584, state column 586, and contact information column 588.

Attorney general column 584 stores names of attorney generals in specific states to contact in reporting fraud. That is, a user may contact an attorney general to describe specifically a fraud that has occurred against the user in a particular state. State column 586 stores the name of the state of the corresponding attorney general in the attorney general column 584. Contact information column 588 stores contact information for an attorney general in the attorney general column 584. Such contact information may include the mailing address, telephone number, or emailing address of an attorney general.

Figure 6 is a diagrammatic representation of an exemplary comments table 600 of the database illustrated in **Figure 2**. Comments table 600 may store comments placed by both parties in connection with a complaint. One record may be stored for each comment placed by each user. A limit on the number of comments may be placed for each user for each complaint. Referring to **Figure 6**, comments table 600 includes tracking number column 620, user column 622, date of comment column 624, text of comment column 626, and registered customer column 628.

Tracking number column 620 stores tracking numbers that identifies filed complaints. User column 622 stores the names of users who have placed a comment in connection with a filed complaint

associated with the tracking number stored in tracking number column

620. The user may be a bidder or a seller. Date of comment column 624

stores date and time information indicating when the comment was

entered. Text of comment column 626 stores the text of a comment

5 provided by a user in user column 622. For example, the user may
provide information on how the user was defrauded in the online-auction
transaction. Non-registered customer column 628 stores information
relating to a non-registered commenting user of auction facility 110. For
example, if the commenting user is not a registered user or the complaint
10 is based on an item, which has been removed from the database, the email
address of the commenting party may be placed here.

Figure 7 is a diagrammatic representation of an exemplary address
and passwords table 700 of the database illustrated in **Figure 2**. Referring

to Figure 7, address and passwords table 700 includes email address

15 column 720 and password column 722. Email address column 720 stores
the email addresses of users involved with a complaint. Password column
722 stores the passwords corresponding to user email addresses in email
address column 720.

Address and passwords table 100 may also store addresses and

20 passwords of users who are not registered or cannot be found. Table 700
may also store information for users who cannot remember the user name
of the other party in order to contact the other party. Table 100 may also

store information to file claims on items that have been removed from the database.

Figure 8 is a diagrammatic representation of an exemplary insurance claim table 800 of the database illustrated in **Figure 2**. For one embodiment, item data is held for a limited amount of time (e.g., 30 days) and stores item data until the data is instructed to be taken off the database by auction facility 110.

Referring to **Figure 8**, insurance claim table 800 includes item number column 820, claim number 822, and data column 824. Item number column 820 includes item numbers related to filed complaints that have not been resolved. Claim number column 822 stores claim numbers that are associated with item numbers in item number column 820. Data column 824 stores information relating to the item, e.g., what type of item is the subject of a complaint, the final bid price for the item, and other types of item data.

Figure 9 is a diagrammatic representation of an exemplary insurance claim details table 900 of the database illustrated in **Figure 2**. Referring to **Figure 9**, insurance claims table 900 includes claim number column 920, amount claimed column 922, and date of claim column 924. Claim number column 920 stores claim numbers related to filed complaints that have not been resolved. Amount claim column 922 stores information on the amount of money lost resulting from an online-auction

transaction conducted on auction-facility 110. Date of claim column 924 stores dates in which an insurance claim was filed.

The above record tables are used by network facility 110 to provide services such that users of network facility 110 may file complaints and to
5 claim insurance for transactions conducted on network facility 110 in which a financial loss has occurred.

In the following operations, users are allowed to file a complaint of fraud on an item they have sold or bought on the network facility. The complained against party in the transaction is notified that a complaint
10 has been filed against that party. The complained against party is allowed to go to the network facility to explain the allegations and to resolve the complaint with the complaining party. If at any time, the complaint is resolved, the complaining party may return to the site and indicate this fact. If, after a certain period of time, the complaint is not resolved, the
15 complaining party is given information about government agencies to contact as well as information on filing an insurance claim if the certain criteria are met.

Filing a Complaint

Figure 10 is a flow chart illustrating an exemplary operation 100 for
20 allowing a user to file a claim or complaint facilitated by a network-based transaction facility. The following exemplary operation 1000 allows a user to file a complaint of fraud on an item that has been sold or bought on

network facility 110. The other party in the transaction may receive an email indicating that someone has claimed that the other party has committed a fraud.

Prior to a user filing a complaint, the user may be presented with various examples of when a complaint should be filed. For example, as shown in **Figure 11**, auction facility 110 may provide a user with a screen 1100 giving the user examples of when to report fraud and claim insurance. Screen 1100 may include information regarding agencies or entities that may deal with fraud and provide insurance for network-based transactions.

Referring to **Figure 10**, at operation block 1002, to begin filing a complaint regarding a network-based transaction, a user inputs a user ID and password to access the complaint filing section of the auction facility 110. The user ID and password is validated.

At operation block 1004, if the user ID and password is valid, network facility 110 provides the user with an interface that details contact information of the user and asks the user to confirm the contact information.

At operation block 1006, network facility 110 provides the user with an interface asking the user to indicate whether the user is a bidder or a seller in a transaction in which a complaint is to be filed.

Complaint by Bidder

At operation block 1008, if the user is a buyer or a bidder, the bidder indicates the item number of the transaction the user believes is fraudulent.

- 5 At operation block 1010, the bidder confirms the contact information of the seller who sold the item in question to validate that the information the bidder has on the seller is the same as the records stored in network facility 110.

- 10 At operation block 1012, the bidder indicates the type of problems that occurred in which the bidder considers fraudulent. Network facility 110 may provide an interface such as that shown in screen 1200 of **Figure 12**. Screen 1200 provides common problems that a bidder may select to describe the transaction. For example, one common problem a bidder may select is "I sent a payment but never received any merchandise."

- 15 At operation block 1014, the bidder fills out a complaint form and provides an explanation of occurrences during the transaction. For example, network facility 110 may provide a complaint form interface 1300 as shown in **Figure 13**. Complaint form interface 1300 may ask the user to input information related to the transaction and to provide a
20 complete description of problem.

At operation block 1016, after the bidder completes the complaint form such as complaint form 1300, the complaint process is completed.

Network facility 110 then creates a tracking number, which is associated with the filed complaint for users to use to track the status of the complaint. For example, network facility 110 may provide an interface 1400, as shown in **Figure 14**, indicating a tracking number. Interface 1400 provides a user a tracking number 1402 and options for the user to select if the complaint is not resolved.

Complaint by Seller

The operations and interfaces provided to a seller who is claiming fraud is similar to the operations and interfaces provided to the bidder/buyer.

At operation block 1018, if the user is a seller, the seller indicates the item number of the transaction the seller believes is fraudulent.

At operation block 1020, the seller confirms the contact information of the bidder of the item in question to validate that the information the seller has on the bidder is the same as the records stored in network facility 110.

At operation block 1022, seller indicates the type of problems that occurred during the auction transaction that seller considers fraudulent. Network facility may provide an interface similar to screen 1200 of **Figure 12** for the seller to select common problems. For example, one common problem a seller may select is "I sent the item, but the payment was insufficient. "

At operation block 1024, the seller provides an explanation of what occurred during the transaction. For example, network facility 110 may provide a complaint form interface such as interface 1300 of **Figure 13** that asks the user to input information to complete the complaint and to

5 provide a complete description of the problem.

At operation block 1026, after the seller completes the complaint form such as complaint form 1300, the complaint is completed. Network facility 110 creates a tracking number in connection with the filed complaint for users to use to track the status of the complaint. For

10 example, network facility 110 may provide an interface 1400 indicating a tracking number.

Complaint Status/Comments

The following operation 100 allows users to resolve complaints by providing a messaging board where both parties may comment back-and-

15 forth about the transaction in question and to resolve a complaint. Such operations may provide the messaging board for a certain period of time (e.g., 14 days or two weeks), and, if the complaint is not resolved, such operations may provide information to the users on contacting government agencies to deal with the fraud as well as information on

20 filing an insurance claim.

Figure 15 is a flow chart illustrating an exemplary operation 1500 allowing users to view the status of a claim or to provide comments to a complaint.

Referring to **Figure 15**, at operation block 1502, a user inputs a user
5 ID and password to access information regarding a filed complain within network facility 110. The user ID and password are validated by network facility 110. At this point, the user may be a bidder or a seller who has filed a complaint or complaints.

At operation block 1504, if the user ID and password are valid,
10 network facility 110 provides the user and interface listing complaints and status of complaints the user has filed. For example, network facility may provide interface 1600 as shown in **Figure 16** to the user. Interface 1600 lists tracking numbers of complaints and the status of the complaints. In the example of interface 1600, a complaint associated with the tracking
15 number 2629 has not been resolved.

At operation block 1506, network facility 110 provides the user with interface to allow the user to choose to view current status/provide comments to a filed complaint or report the status of a filed complaint. For example, network facility 110 may provide the user with interface
20 1700 as shown in **Figure 17**. In the example of interface 1700, the user may select option 1702 to "View or respond to complaints" or option 1704 to "Report status of complaint."

View Status or Respond to Complaint

At operation block 1508, if the user selects to view or respond to complaints, network facility 110 provides an interface for the user to view current dialog between the user and other party and can enter additional
5 comments. For example, network facility 110 may provide an interface 1800 as shown in **Figure 18**. In the example of interface 1800, a user may view all comments related to a complaint in window 1802.

At operation block 1510, the user may enter additional comments so that the other user may view in window 1804 of interface 1800. This
10 operation is optional.

Report Status of Complaint

At operation block 1512, if the user selects to report the status of a complaint, network facility 110 provides an interface asking the user whether the complaint has been resolved. For example, network facility
15 110 may provide interface 1900 as shown in **Figure 19** allowing the user to select "Yes" if the complaint has been resolved and "No" if the complaint has not been resolved.

At operation block 1516, if the user selects that the complaint has been resolved, network facility 110 may provide an interface to allow the
20 user to describe how the complaint was resolved. For example, network facility 110 may provide interface 2000 as shown in **Figure 20** allowing the

user to explain how the complaint was resolved. In the example of interface 2000, a user may input the explanation in window 2002.

At operation 1518, network facility 110 provides an interface thanking the user and sends emails to the users involved with complaint
5 indicating that the complaint is resolved.

At operation block 1514, if the complaint is unresolved and more than 14 days old, contact information for legal services is given, and if insurance requirements are met, an insurance claim form is given. If, however, the complaint is less than 14 days old, the user is told that the
10 other party still has time to respond to the complaint. For example, after the 14 day period, network facility 100 may provide an interface 2100 as shown in **Figure 21** providing the user with attorney general information to file a complaint.

If after the 14 day period, interface 2100 may allow the user to fill
15 out an insurance claim form either online or to obtain a printable insurance form if certain criteria are met. Exemplary criteria may be:

Request occurs within 45 day of auction end date;

Buyer and seller feedback > 0 at time of complaint;

Final bid amount is > \$25.00 dollars; and

20 Users may file no more than one insurance claim per month for the first six months.

Responding to a Complaint

The following operation allows the other party in a transaction in which a complaint has been filed to go to the facility and provide their explanation of the events that have transpired.

- 5 **Figure 22** is a flow chart illustrating an exemplary operation 2200 allowing a user who is identified as committing fraud to view the complaint against the user and to provide comments.

Referring to **Figure 22**, at operation block 2202, a user who was complained against enters a user ID and password. Network facility 110
10 validates the user ID and password. If the user ID and password are valid, network facility 110 allows the user to proceed to operation block 2204.

At operation block 2204, network facility provides the user with an interface to choose a tracking number of a complaint in providing a
15 response. For example, network facility 110 may provide interface 2300 as shown in **Figure 23** listing tracking number of complaint that have been filed against the user. In the example of interface 2300, one complaint is listed 2302 to choose.

At operation block 2206, network facility 110 provides an interface
20 to the user such that the user who was complained against can choose to view contact information on complaining user or view/respond to the complaint. For example, network facility 110 may provide interface 2400

as shown in **Figure 24** that provides option 2402 to "View or respond to complaints" or option 2404 "Get other Party's Contact Information."

At operation block 2208, if the user who was complained against chooses to view the contact information of the other user, network facility

5 110 provides an interface allowing the user to view the contact information of the other user. For example, network facility may provide an interface 2500 as shown in **Figure 25** that allows the user who was complained against to view the complaining user's contact information.

At operation block 2210, if the user selects to view/respond to
10 complaint, network facility 110 provides an interface that allows the user to see information regarding the complaint, to view dialog of comments, and to place additional comments. For example, network facility 110 may provide interface 2600 as shown in **Figure 26** that allows the complained against user to view comments in window 2602 and allows the user to add
15 additional comments in window 2604.

At operation block 2212, if their user inputs additional comments, network facility enters the additional comments into the database. The user may indicate that the complaint has been resolved. In such a case, network facility 110 will send emails to the complaining user that the
20 complained against user has indicated that the complaint has been resolved.

Exemplary Computing System

Figure 27 is a diagrammatic representation of a machine, in an exemplary form of a computer system 2700, in which a set of instructions for causing the machine to perform any of the methodologies of the present invention may be executed. In alternative embodiments, the machine may comprise a network router, a network switch, a network bridge, Personal Digital Assistant (PDA), a cellular telephone, a web appliance or any machine capable of executing a sequence of instructions that specify actions to be taken by that machine.

The computer system 2700 includes a process 2702, a main memory 2704 and a static memory 2706, which communicate with each other via a bus 2708. The computer system 2700 may further include a video display unit 2710 (e.g., a liquid crystal display (LCD) or a cathode ray tube (CRT)). The computer system 2700 also includes an alpha-numeric input device 2712 (e.g., a keyboard), a cursor control device 2714 (e.g., a mouse), a disk drive unit 2716, a signal generation device 2720 (e.g., a speaker) and a network interface device 2722.

The disk drive unit 2716 includes a machine-readable medium 2724 on which is stored a set instructions (i.e., software) 2726 embodying any one, or all, of the methodologies described above. The software 2726 is also shown to reside, completely or at least partially, within the main memory 2704 and/or within processor 2702. The software 2726 may

further be transmitted or received via the network interface device 2722.

For purposes of this specification, the term "machine-readable medium"

shall be taken to include any medium that is capable of storing or

encoding a sequence of instructions for execution by the machine and that

5 cause the machine to perform any one of the methodologies of the present

invention. The term "machine-readable medium" shall accordingly be

taken to include, but not limited to, solid-state memories, optical and

magnetic disks, and carrier wave signals.

Thus, a method and system for reporting fraud and claiming

10 insurance related to network-based transactions have been described.

Although, the present invention has been described with reference to

specific exemplary embodiments, it will be evident that various

modifications and changes may be made to these embodiments without

departing from the broader spirit and scope of the invention.

15 Accordingly, the specification and drawings are to be regarded in an

illustrate rather than a restrictive sense.

CLAIMS

What is claimed is:

- 1 1. A method for a network-based facility, the method
2 comprising:
3 facilitating a submission of a complaint to the network-based
4 facility, the complaint relating to a network-based transaction;
5 associating an identifier to the complaint;
6 facilitating a resolution of the complaint associated with the
7 identifier; and
8 facilitating a claim for insurance if the complaint is not resolved.
- 1 2. The method of claim 1, wherein the network-based facility is
2 a network-based online auction facility and the network-based transaction
3 is a network-based online auction transaction.
- 1 3. The method of claim 1, wherein the facilitating of the
2 submission of the complaint includes:
3 providing an interface for a user to input information for the
4 complaint.
- 1 4. The method of claim 3, wherein the providing of the
2 interface includes:

3 providing an interface for a bidder or an interface for a seller
4 selected by the user.

1 5. The method of claim 1, wherein the facilitating of the
2 resolution includes:

3 providing a status interface for a user to view a current status or
4 provide comments related to the complaint associated with the identifier
5 or an interface to report a status of the complaint associated with the
6 identifier.

1 6. The method of claim 5, wherein the providing of the status
2 interface includes:

3 providing an interface for a user who is complained against to
4 input comments related to the complaint associated with the identifier.

1 7. The method of claim 1, wherein the facilitating of the claim
2 for insurance includes:

3 providing an interface for a user to file an insurance claim if the
4 complaint has not be resolved after a certain period of time.

1 8. The method of claim 1, wherein the facilitating of the
2 resolution includes:

3 providing an interface allowing a user who is complained against
4 to respond to the complaint.

1 9. The method of claim 1, wherein the facilitating of the
2 resolution includes:

3 exchanging comments between a complaining user and a
4 complained against user regarding the complaint associated with the
5 identifier.

1 10. A network-based facility system, comprising:
2 a database configured to maintain records of network-based
3 transactions; and
4 a processing unit configured to facilitate a submission of a
5 complaint from a user, the complaint relating to a network-based
6 transaction record maintained by the database, to associate an identifier to
7 the complaint, to facilitate a resolution of the complaint associated with
8 the identifier, and to facilitate a claim for insurance if the complaint is not
9 resolved.

1 11. The network-based facility system of claim 1, wherein the
2 network-based transaction record is a network-based online transaction
3 record.

1 12. The network-based facility system of claim 10, wherein the
2 processing unit is further configured to provide an interface for a user to
3 input information for the complaint.

1 13. The network-based facility system of claim 12, wherein the
2 processing unit is further configured to provide an interface for a bidder
3 or an interface for a seller selected by the user.

1 14. The network-based facility system of claim 10, wherein the
2 processing unit is further configured to provide a status interface for a
3 user to view a current status and provide comments related to the
4 complaint associated with the identifier or an interface to report a status of
5 the complaint associated with the identifier.

1 15. The network-based facility system of claim 14, wherein the
2 processing unit is further configured to provide an interface for a user
3 who is complained against to input comments related to the complaint
4 associated with the identifier.

1 16. The network-based facility system of claim 10, wherein the
2 processing unit is further configured to provide an interface for a user to

3 file an insurance claim if the complaint has not be resolved after a certain
4 period of time.

1 17. The network-based facility system of claim 10, wherein the
2 processing unit is further configured to provide an interface allowing a
3 user who is complained against to respond to the complaint.

1 18. The network-based facility system of claim 10, wherein the
2 processing unit is further configured to facilitate exchange of comments
3 between a complaining user and a complained against user regarding the
4 complaint associated with the identifier.

1 19. A machine-readable medium that provides instructions,
2 which when executed by a machine, cause said machine to perform
3 operations comprising:
4 facilitating a submission of a complaint to the network-based
5 facility, the complaint relating to a network-based transaction;
6 associating an identifier to the complaint;
7 facilitating a resolution of the complaint associated with the
8 identifier; and
9 facilitating a claim for insurance if the complaint is not resolved.

- 1 20. The machine-readable medium of claim 19, wherein the
- 2 network-based facility is a network-based online auction facility and the
- 3 network-based transaction is a network-based online transaction.

ABSTRACT

A method and system that allows a user to report fraud and claim insurance related to network-based transactions. A submission of a complaint is facilitated to a network-based facility in which the complaint
5 relates to a network-based transaction. The complaint is associated with an identifier. A resolution of the complaint associated with the identifier is facilitated, and if the complaint is not resolved, an insurance claim is facilitated for the unresolved complaint.

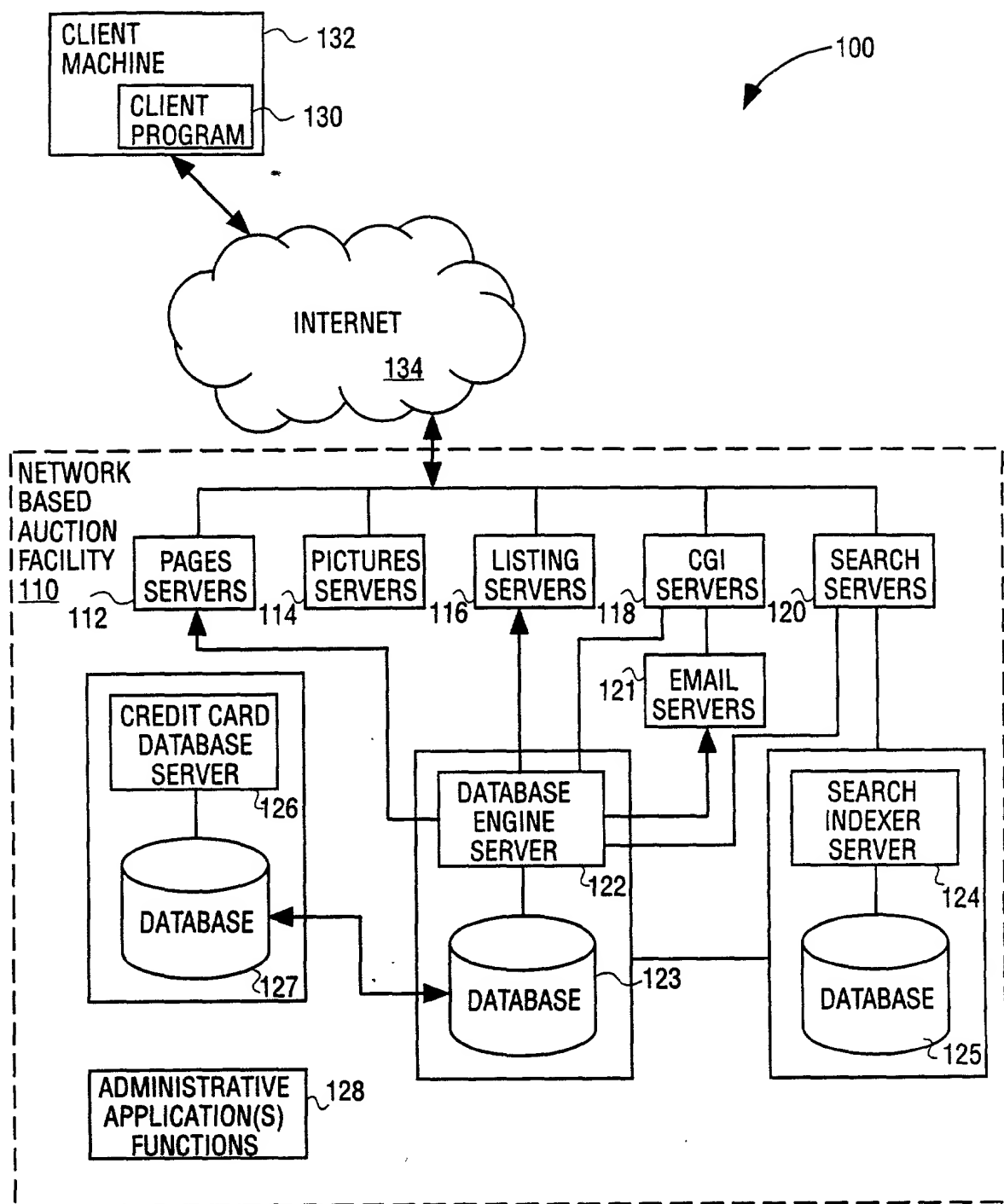


FIG. 1

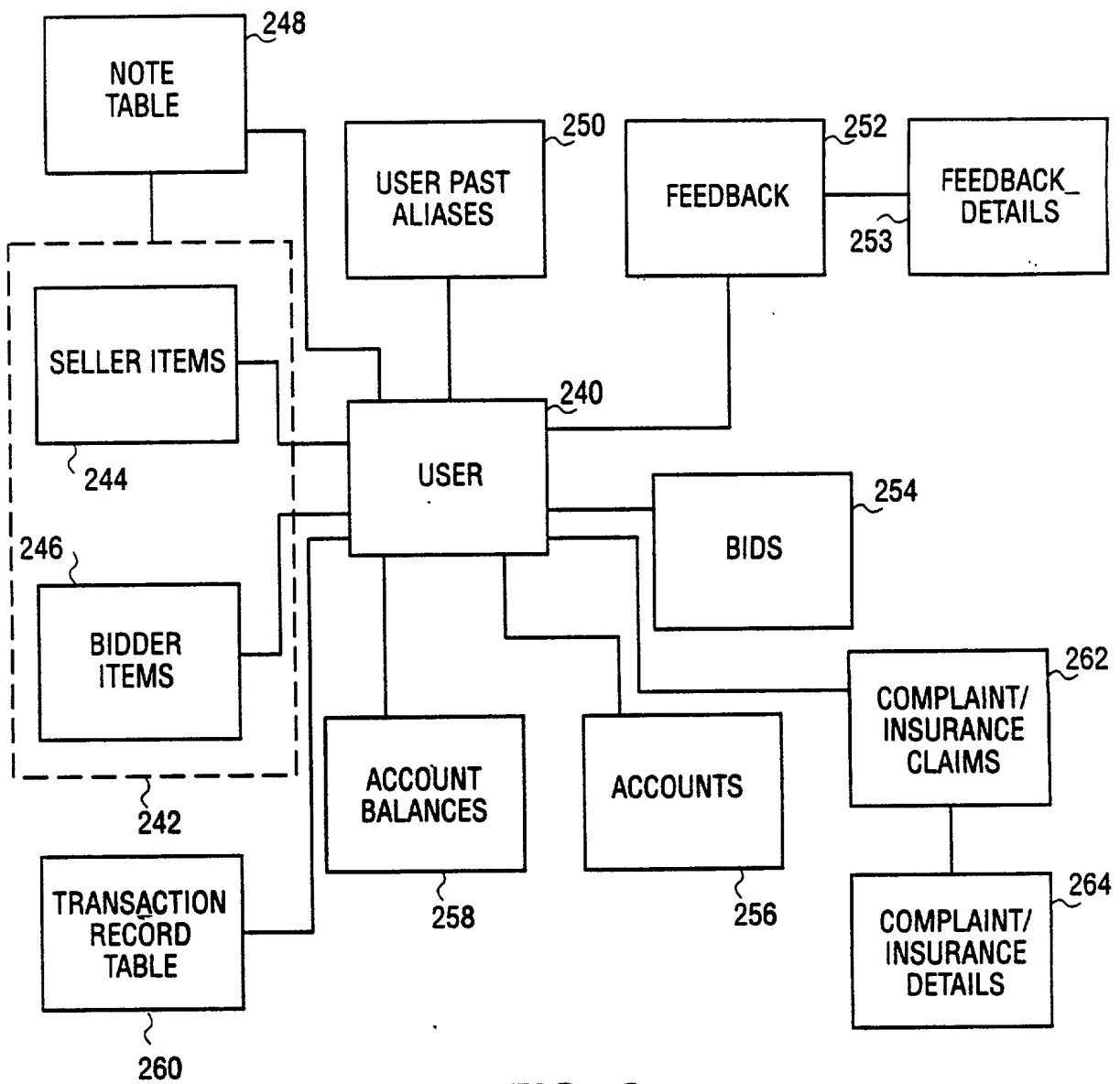


FIG. 2

300

FRAUD/INSURANCE CLAIM TABLE						
ITEM NO#	COMPLAINANT	COMPLAINTEE	CONTACT INFO OF COMPLAINTEE	DATE COMPLAINT FILED	TRACKING NO# OF COMPLAINT	FEEDBACK RATINGS AND NATURE OF COMPLAINT
312	314	316	318	320	322	324

FIG. 3

[illegible]

FIG. 4

CONTACT INFO TABLE OF ATTORNEY GENERALS			
ATTORNEY GENERAL	STATE	CONTACT INFO	
			584
			586
			588

COMMENTS TABLE				
TRACKING NO#	USER	DATE OF COMMENT	TEXT OF COMMENT	REGISTERED CUSTOMER

FIG. 6

Diagram of an ADDRESS AND PASSWORDS TABLE 700. The table has two columns: EMAIL ADDRESS (720) and PASSWORD (722).

800

INSURANCE ITEM TABLE		
ITEM NO#	CLAIM NO#	DATA
820 822 824		

FIG. 8

900

INSURANCE CLAIMS TABLE		
CLAIM NO#	AMOUNT CLAIMED	DATE OF CLAIM
920 922 924		

FIG. 9

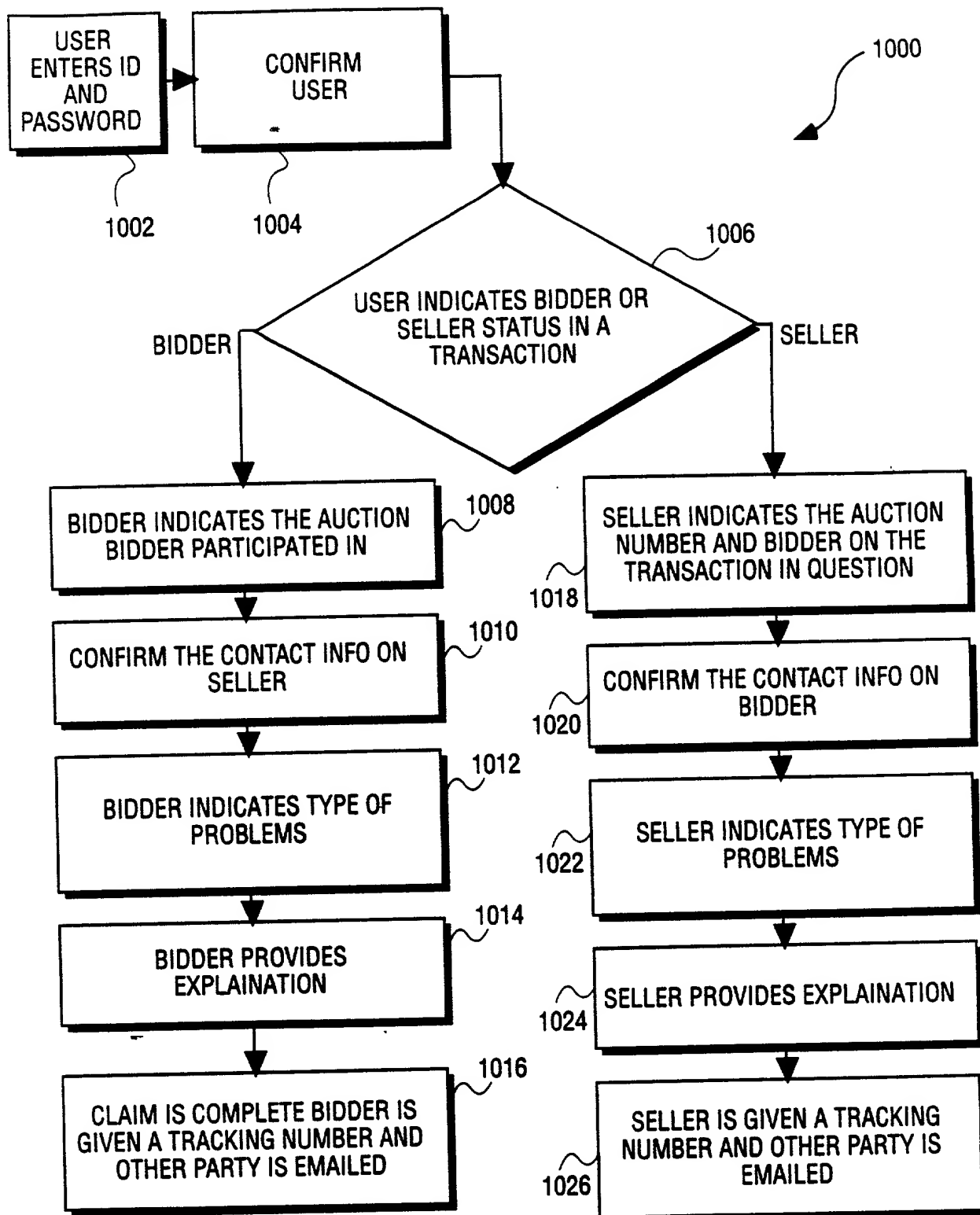


FIG. 10

The following is a list of examples of when it may be appropriate to use the Fraud Reporting and Insurance Claim Form.

You sent the seller payment and:

- You did not receive any or all of the items
- You received the item, but the item is significantly different than the item description.
- You received the item, but the item is counterfeit.

If the Fraud Reporting and Insurance Claim form is not appropriate for your situation, consider using the following links:

Community Watch Form - to report illegal and infringing items

Final Value Fee Credit Form - to request credit due to a non-paying bidder

Safe Harbor - to report possible misuse on eBay (for example, bidding or feedback offenses)

1100

FIG. 11

Please select the scenario below that **most closely** describes the problem surrounding this transaction. After making your selection, press the "Continue" button at the bottom of the page.

- ☒ I sent a payment but never received any merchandise.
- ☐ I sent a payment and received the merchandise, but the merchandise is different than the seller described it.
- ☐ I sent a payment and received the merchandise, but the merchandise arrived in damaged condition.
- ☐ I sent a payment and received merchandise, but the merchandise is fake.
- ☐ I sent a payment and received some of the items that I purchased, but not all of the items.
- ☐ Other

Continue

1200

FIG. 12

CLAIM FORM

Claim Number: 66876742

1300

Name: _____
Email Address: _____
Home Address: _____
City/State/Zip: _____
Home Phone (Include Area Code & Country Code if necessary): () _____
Work Phone (Include Area Code & Country Code if necessary): () _____
Best Time/Place to Reach You: _____
Social Security #: _____
Driver's License #: _____
Auction Number and Trade Date: _____
Total \$ Amount of Trade: _____
Steps taken to resolve the problem: _____
(please use back of form or _____
additional sheets if necessary) _____
Complete Description of Problem: _____
(please use back of form or _____
additional sheets if necessary) _____

***Please include copies of any cancelled checks, credit card receipts, appraisals, additional photographs, or any other information you have regarding this claim.

Send Completed Claim form to:
Lloyd's Claims Administrator, 6745 Phillips Ind. Blvd., Jacksonville, FL 32256

I hereby attest that all of the information contained in this document is true and accurate.

Claimant Signature

Date

Initials

Date

Initial here if you would like your claim
amount credited to your eBay account.

ANY PERSON WHO KNOWINGLY AND WITH INTENT TO
INJURE, DEFRAUD OR DECEIVE ANY INSURER, FILES A
STATEMENT OF CLAIM OR AN APPLICATION
CONTAINING FALSE, INCOMPLETE, OR MISLEADING
INFORMATION IS GUILTY OF A FELONY IN THE THIRD
DEGREE AND WILL BE PUNISHED TO THE FULLEST
EXTENT OF THE LAW.

FIG. 13

[illegible]

Your complaint has been given the tracking number below. You will need this number when you use the Fraud Reporting and Insurance Claim Form in subsequent visits.

1402

http://tdalton.corp.ebay.com/aw_cgi/eBayISAPI.dll?CRSStartPage

1) a hard copy of the auction item page AND
2) a completed Claim Form (Claim Form is available at
<http://pages.ebay.com/services/safeharbor/frs-claimform.html>)

Again, thank you for using the Fraud Reporting and Insurance Claim form to attempt to resolve your problem.

FIG. 14

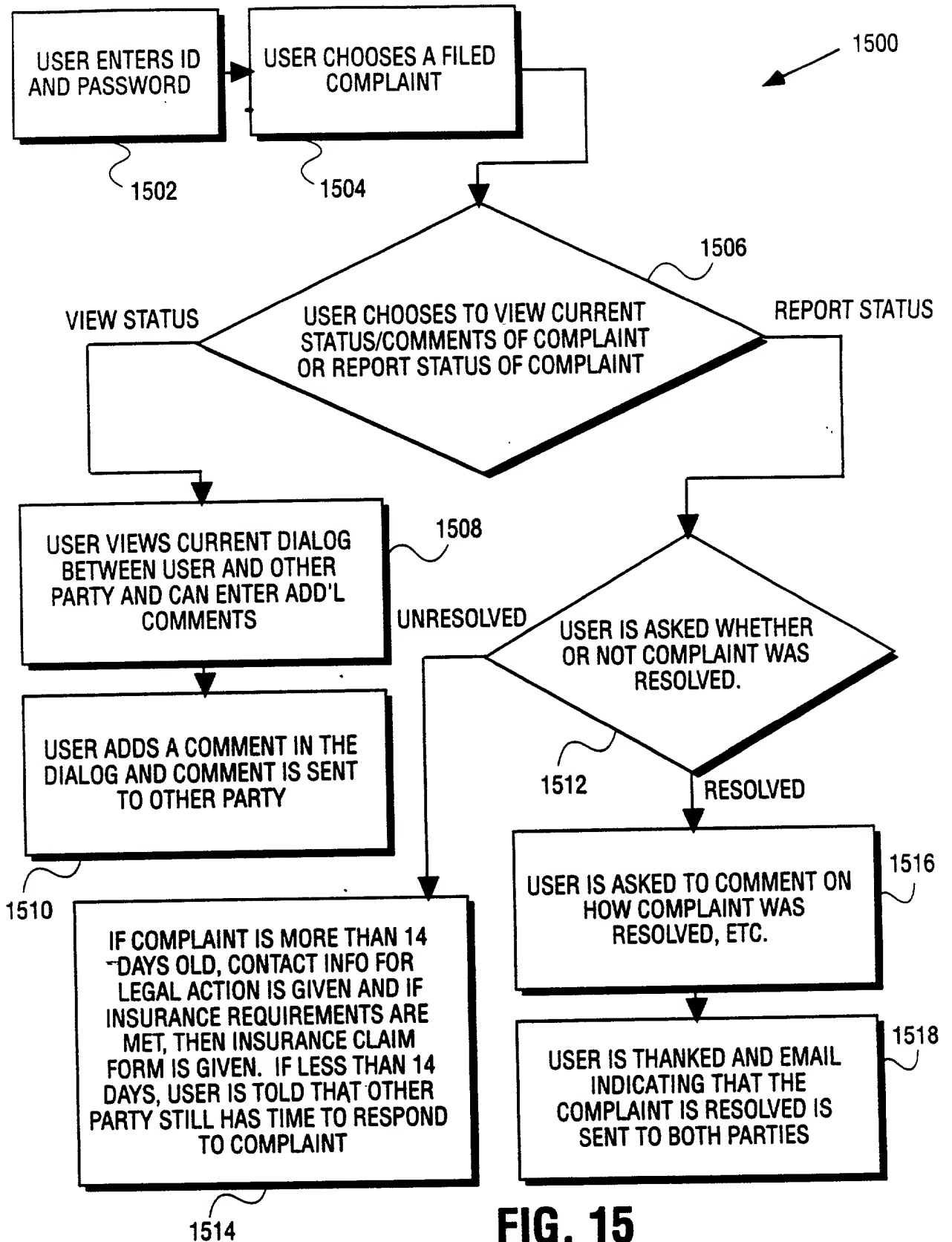


FIG. 15

Here is a list of complaints the user has filed with eBay. Please select the complaint you are inquiring about at this time:

2629	
10631	CLOSED
12898	CLOSED
15828	CLOSED
16148	CLOSED
18959	CLOSED
20860	CLOSED
21640	CLOSED
21863	CLOSED
22206	CLOSED
23260	CLOSED
25607	CLOSED
25871	RESOLVED

FIG. 16

1700

Please choose from the options below to either

1. view comments placed by the other user and/or place additional comments on file of the other user to see,
- or
2. report on the status of a complaint.

1702

View or respond to complaints

1704

Report on status of complaint

FIG. 17

1800

Tracking Number: 2629
Complainant: TDALTON@EBAY.COM (tola@cats.ucsc.edu)
Against: Tola A. Dalton
 TDALTON@EBAY.COM
Web Site: ebay.com
Date Complaint Filed: 03/24/00 14:36:07 PST
Nature of Complaint: I sent a payment but never received any merchandise.

The following are ALL of the comments provided to the Fraud Reporting System regarding this complaint:

1802

testing

To place another comment or respond to a comment from the other user, please enter information in the space below and press "Continue".

1804

Continue

FIG. 18

1900

Was your complaint resolved?

FIG. 19

2000

In the box below, you can provide a description of how this complaint was resolved. When you are finished, press the "Continue" button at the bottom of the page.

2002

Continue

A rectangular window with a double border. Inside, at the top, is a paragraph of text. Below the text is a large rectangular text input field. To the right of this field is a vertical scrollbar with up and down arrow buttons at its ends. Below the input field is a single-button control labeled "Continue".

FIG. 20

We're sorry that you were unable to resolve this complaint to your satisfaction. However, we appreciate your attempt to do so at the Fraud Reporting and Insurance Claim Form. Your use of the system allows us to track the actions of "bad players" at eBay, and hopefully, remove these users from the system.

Here are some steps that you can take to engage the assistance of state and federal agencies regarding your problem. Often, even the threat of intervention by these agencies will entice the other user to resolve the dispute to your satisfaction.

1. Write a letter to the Attorney General of the state where the other user resides. Based on the information you have given us, here is the address for the Attorney General:

**Office of the Attorney General
Public Inquiry Unit
P.O. Box 944255**

Sacramento, CA 94244-2550

Phone: (800) 952-5225

2. Fill out the **online complaint form** at the Web site of the Attorney General of the state where the other user resides. Based on the information you have given us, the Web address for that form is:

<http://caag.state.ca.us/piu/mailform.htm>

3. File a mail fraud complaint with the U.S. Postal Inspection Service - Postal Inspectors are federal law enforcement agents responsible for investigating mail fraud claims. Generally, in order for a claim to constitute mail fraud, either payment or delivery of the merchandise must have occurred through the U.S. mail. If your complaint fits within this requirement, it is very important that you take the time to file a complaint with this office, since it is this agency that most likely will have jurisdiction over the matter. To receive a mail fraud complaint form, e-mail your request to fraud@uspis.gov and the form will be e-mailed to you. Print and mail the completed form and any necessary attachments to the attention of one of the Inspection Service offices listed. You can also request a form by contacting your nearest Postal Inspection Office. To find the office nearest to you, either call your local Post Office or visit the following website:
<http://www.usps.gov/ncsc/locators/find-is.html>

4. You are eligible to file an insurance claim. Please press the button below and then save and print out this form. After you have filled it out, mail it to the address on the form to file your insurance claim. **PLEASE BE SURE TO PRINT AND SAVE THIS FORM!**

View Printable Insurance Form

Be sure to keep a copy of all correspondence between you and these agencies, and you and the other user. If, in the future, you resolve this complaint with the other user, please return to eBay's Fraud Reporting System and report this case as resolved.

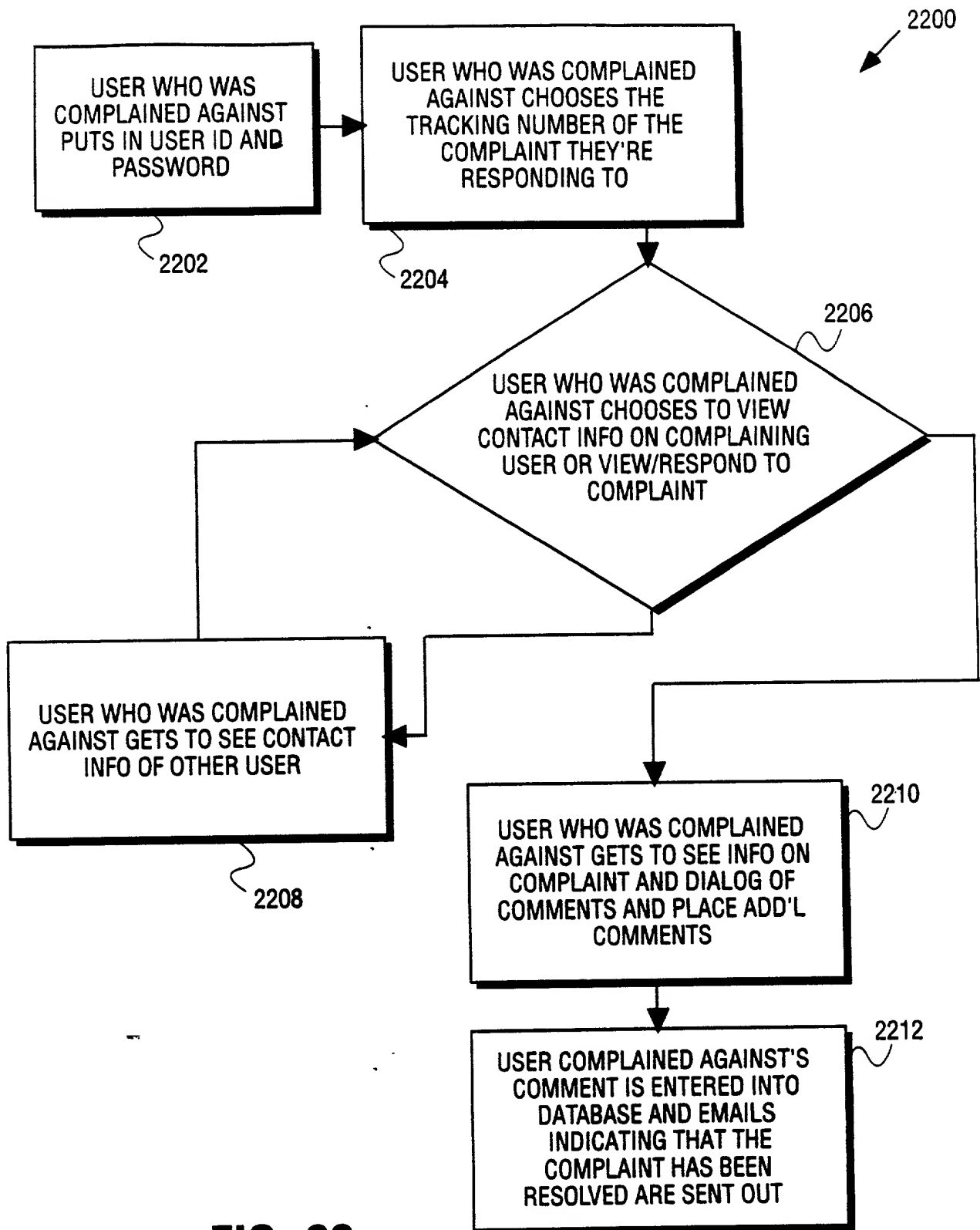


FIG. 22

Here is a list of tracking numbers from complaints that have been filed against you at eBay. Please select the complaint you are responding to at this time:

3691

STATUS PENDING

FIG. 23

Here is the contact information that eBay has on file for the other party.

Tola A. Dalton
Santa Cruz, CA 95060

Primary phone: (831) 466-1890
Secondary phone:
Fax: (831) 466-1899
EMail: tdalton@ebay.com

STATUS PENDING

Continue

2500

FIG. 25

Here is general information about the complaint:

Tracking Number: 3691
Complainant: tolaslug (tdalton@ebay.com)
Against: Tola A. Dalton
 TOLA@CATS.UCSC.EDU
 ebay.com
Web Site: ebay.com
Date Complaint Filed: 12/07/99 17:16:11 PST
Nature of Complaint: I received a check from the buyer and sent the merchandise, however, the buyer's check was returned for insufficient funds (bounced)

The following are ALL of the comments provided to the Fraud Reporting System regarding this complaint:

12/07/1999 05:16 PM - FROM: tola

testing

12/15/1999 02:06 PM - FROM: tola

hmm, what will this do?

12/15/1999 02:09 PM - FROM: tolaslug

I think the programmers of CRS must have been monkeys

12/15/1999 02:18 PM - FROM: tolaslug

aarrgh!

12/15/1999 03:05 PM - FROM: tolaslug

aarrgh!

12/15/1999 04:35 PM - FROM: tola

tola99 (tdalton@ebay.com) posting comment

12/16/1999 07:52 PM - FROM: tola

tola99 (tdalton@ebay.com) posting comment

To place another comment or respond to a comment from the other user, please enter information in the space below and press "Continue".

Continue

2602

2604

FIG. 26

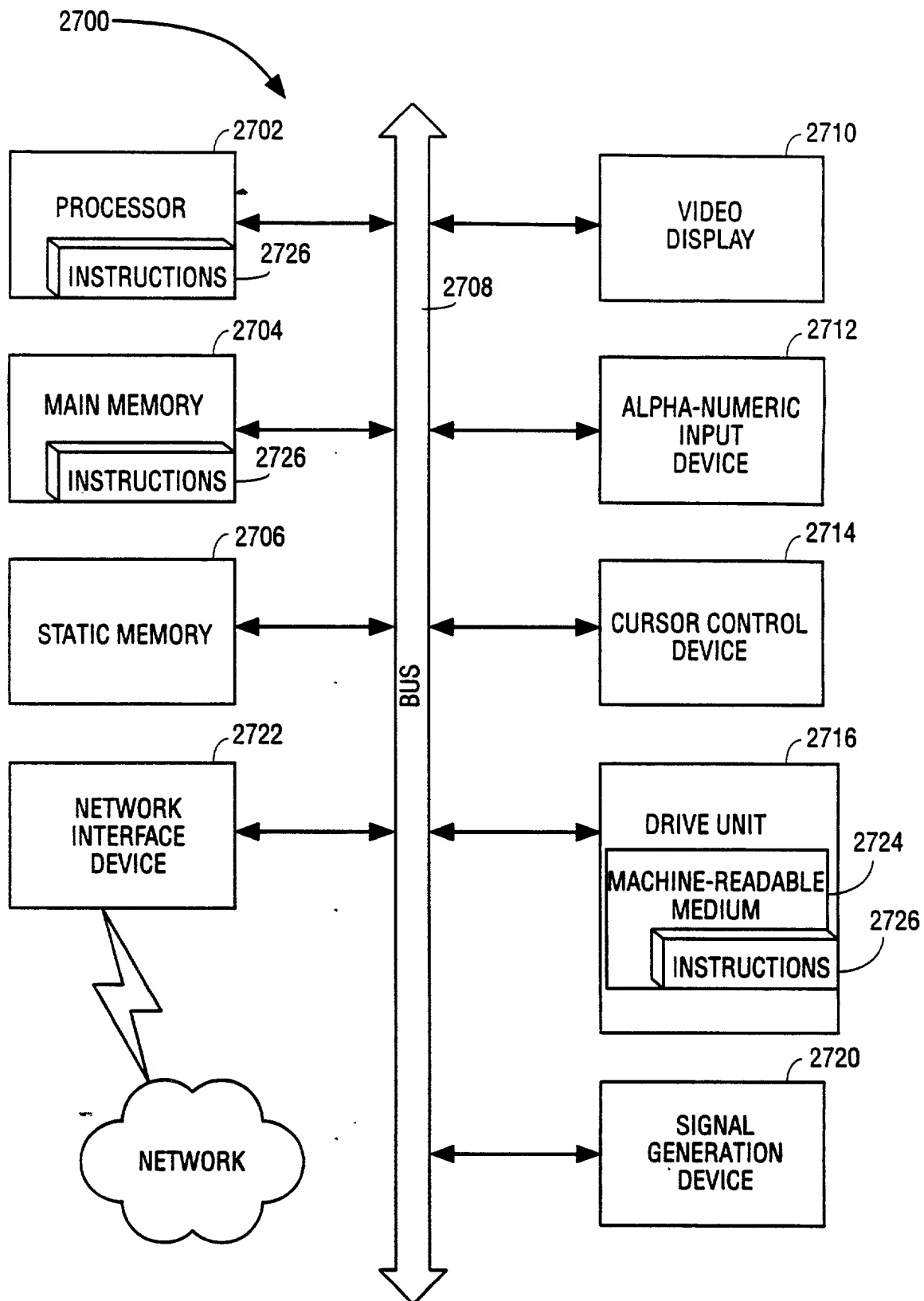


FIG. 27